

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Smart Media Group LLC (VA)
Attention: Accounts Payable
814 King St
Ste 400
Alexandria, VA 22314

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943824-1	10/07/12	October 2012	10/01/12 - 10/07/12
Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
McCrory/R/Governor	MCCRORY/G/R	C01C07

Flight Dates	Order #	Alt Order #
10/01/12 - 10/07/12	943824	07887460

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/01/12	10/05/12	NBC Today Show II	10A-12N	MTWTF--	:30	5	\$40.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWTF--	5	\$40.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WXII	M	10/01/12	11:52 AM	NBC Today Show II	10A-12N	:30	PM12111TH	\$40.00 NM
3	WXII	Tu	10/02/12	10:56 AM	NBC Today Show II	10A-12N	:30	PM12123T	\$40.00 NM
2	WXII	W	10/03/12	10:57 AM	NBC Today Show II	10A-12N	:30	PM12123T	\$40.00 NM
5	WXII	Th	10/04/12	11:58 AM	NBC Today Show II	10A-12N	:30	PM12107T	\$40.00 NM
1	WXII	F	10/05/12	10:56 AM	NBC Today Show II	10A-12N	:30	PM12117T	\$40.00 NM
2	10/01/12	10/04/12	M-F WXII 12 News @ No:12-1pm		MTWT---	:30	4	\$100.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWT---	4	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WXII	M	10/01/12	12:25 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12117T	\$100.00 NM
2	WXII	Tu	10/02/12	12:44 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12117T	\$100.00 NM
1	WXII	W	10/03/12	12:23 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12117T	\$100.00 NM
4	WXII	Th	10/04/12	12:39 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12123T	\$100.00 NM
3	10/01/12	10/04/12	STEVE HARVEY DAY		2-3P	MTWT---	:30	4	\$40.00 NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWT---	4	\$40.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/01/12	2:32 PM	STEVE HARVEY DAY	2-3P	:30	PM12107T	\$40.00 NM
1	WXII	Tu	10/02/12	2:30 PM	STEVE HARVEY DAY	2-3P	:30	PM12107T	\$40.00 NM
4	WXII	W	10/03/12	2:41 PM	STEVE HARVEY DAY	2-3P	:30	PM12107T	\$40.00 NM
3	WXII	Th	10/04/12	2:39 PM	STEVE HARVEY DAY	2-3P	:30	PM12123T	\$40.00 NM
4	10/01/12	10/05/12	M-F 3-4P		M-F 3-4P	MTWTF--	:30	5	\$85.00 NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWTF--	5	\$85.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WXII	M	10/01/12	3:28 PM	M-F 3-4P	M-F 3-4P	:30	PM12111TH	\$85.00 NM
3	WXII	Tu	10/02/12	3:14 PM	M-F 3-4P	M-F 3-4P	:30	PM12123T	\$85.00 NM
2	WXII	W	10/03/12	3:56 PM	M-F 3-4P	M-F 3-4P	:30	PM12123T	\$85.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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WXII
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Lehigh Valley, PA 18002-6888

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Advertiser	Product	Estimate Number	
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7	10/02/12	10/02/12	M-F WXII 12 News @ 6 a 6-7am Class of Time - Immediately Pre-emptible without notice		-T-----	:30	1	\$175.00	NM																																																																																																																																					
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7	WXII	M	10/01/12	8:27 AM	NBC Today Show	7-9am	:30	PM12111TH	\$200.00	NM																																																																																																																																				
6	WXII	Tu	10/02/12	7:59 AM	NBC Today Show	7-9am	:30	PM12117T	\$200.00	NM																																																																																																																																				
2	WXII	Tu	10/02/12	8:43 AM	NBC Today Show	7-9am	:30	PM12123T	\$200.00	NM																																																																																																																																				
3	WXII	W	10/03/12	7:59 AM	NBC Today Show	7-9am	:30	PM12117T	\$200.00	NM																																																																																																																																				
8	WXII	W	10/03/12	8:34 AM	NBC Today Show	7-9am	:30	PM12123T	\$200.00	NM																																																																																																																																				
9	WXII	Th	10/04/12	7:24 AM	NBC Today Show	7-9am	:30	PM12123T	\$200.00	NM																																																																																																																																				
4	WXII	Th	10/04/12	8:51 AM	NBC Today Show	7-9am	:30	PM12117T	\$200.00	NM																																																																																																																																				
10	WXII	F	10/05/12	7:29 AM	NBC Today Show	7-9am	:30	PM12123T	\$200.00	NM																																																																																																																																				
5	WXII	F	10/05/12	8:36 AM	NBC Today Show	7-9am	:30	PM12123T	\$200.00	NM																																																																																																																																				
9	10/06/12	10/06/12	WXII 12 News Class of Time - Immediately Pre-emptible without notice	5:30-6am	-----S-	:30	1	\$25.00	NM																																																																																																																																					
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-----S-</td><td>1</td><td>\$25.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WXII</td><td>Sa</td><td>10/06/12</td><td>5:39 AM</td><td>WXII 12 News</td><td>5:30-6am</td><td>:30</td><td>PM12123T</td><td>\$25.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-----S-	1	\$25.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	Sa	10/06/12	5:39 AM	WXII 12 News	5:30-6am	:30	PM12123T	\$25.00	NM																																																																																																			
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																																																																																									
	10/01/12	10/07/12	-----S-	1	\$25.00																																																																																																																																									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																																																																				
1	WXII	Sa	10/06/12	5:39 AM	WXII 12 News	5:30-6am	:30	PM12123T	\$25.00	NM																																																																																																																																				
10	10/06/12	10/06/12	WXII 12 Sa/Su News at 6-8am		-----S-	:30	1	\$60.00	NM																																																																																																																																					

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INVOICE



Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943824-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
McCorry/R/Governor	MCCRORY/G/R	C01C07	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	1	\$60.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Sa	10/06/12	6:58 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	PM12117T	\$60.00	NM
11	10/06/12	10/06/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$105.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	1	\$105.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Sa	10/06/12	9:45 AM	NBC Saturday Today	8-10am	:30	PM12123T	\$105.00	NM
12	10/07/12	10/07/12	WXII 12 Sa/Su News at 6-8am		-----S	:30	1	\$60.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	1	\$60.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Su	10/07/12	6:20 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	PM12107T	\$60.00	NM
13	10/07/12	10/07/12	NBC Sunday Today	8-9am	-----S	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	1	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Su	10/07/12	8:29 AM	NBC Sunday Today	8-9am	:30	PM12117T	\$150.00	NM
14	10/01/12	10/04/12	M-F WXII 12 News @ 5 p5-6pm		MTWT---	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWT---	4	\$175.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WXII	M	10/01/12	5:39 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12111TH	\$175.00	NM
1 WXII	Tu	10/02/12	5:38 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12123T	\$175.00	NM
4 WXII	W	10/03/12	5:14 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12123T	\$175.00	NM
3 WXII	Th	10/04/12	5:56 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12117T	\$175.00	NM
15	10/01/12	10/05/12	M-F WXII 12 News @ 6 p6-630pm		MTW-F--	:30	4	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTW-F--	4	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WXII	M	10/01/12	6:21 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12107T	\$400.00	NM
1 WXII	Tu	10/02/12	6:12 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12107T	\$400.00	NM
4 WXII	W	10/03/12	6:14 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12107T	\$400.00	NM
3 WXII	F	10/05/12	6:12 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12117T	\$400.00	NM
16	10/02/12	10/05/12	M-Sun Nightly News	630p-7p	-TWTF--	:30	4	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	4	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WXII	Tu	10/02/12	6:52 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$400.00	NM
2 WXII	W	10/03/12	6:52 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$400.00	NM
1 WXII	Th	10/04/12	6:52 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$400.00	NM
4 WXII	F	10/05/12	6:50 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$400.00	NM
17	10/06/12	10/06/12	Sa WXII 12 News @ 6 pm6-630pm;		-----S-	:30	1	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				

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Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943824-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
McCrorry/R/Governor	MCCRORY/G/R	C01C07	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
17	10/06/12	10/06/12	Sa WXII 12 News @ 6 pm6-630pm; Class of Time - Immediately Pre-emptible without notice		-----S-	:30	1	\$100.00	NM	
	10/01/12	10/07/12			-----S-		1	\$100.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WXII	Sa	10/06/12	6:13 PM	Sa WXII 12 News @ 6 pm	6-630pm;	:30	PM12107T	\$100.00	NM
18	10/07/12	10/07/12	Su WXII 12 News @ 6 pm6-630pm Class of Time - Immediately Pre-emptible without notice		-----S	:30	1	\$150.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	-----S	1	\$150.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WXII	Su	10/07/12	6:24 PM	Su WXII 12 News @ 6 pm	6-630pm	:30	PM12107T	\$150.00	NM
19	10/01/12	10/04/12	Late Night w/Jimmy Fallon1237xm-136xm Class of Time - Pre-emptible with notice		MTWT---	:30	4	\$30.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	MTWT---	4	\$30.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
3	WXII	M	10/01/12	1:13 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12117T	\$30.00	NM
2	WXII	Tu	10/02/12	1:33 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12123T	\$30.00	NM
1	WXII	W	10/03/12	1:30 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12117T	\$30.00	NM
4	WXII	Th	10/04/12	1:28 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12107T	\$30.00	NM
20	10/01/12	10/05/12	NBC Tonight Show Class of Time - Pre-emptible with notice	1135pm-1237am	MT-TF--	:30	4	\$100.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	MT-TF--	4	\$100.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WXII	M	10/01/12	11:59 PM	NBC Tonight Show	1135pm-1237am	:30	PM12111TH	\$100.00	NM
3	WXII	Tu	10/02/12	12:30 AM	NBC Tonight Show	1135pm-1237am	:30	PM12117T	\$100.00	NM
4	WXII	Th	10/04/12	12:07 AM	NBC Tonight Show	1135pm-1237am	:30	PM12123T	\$100.00	NM
1	WXII	F	10/05/12	12:20 AM	NBC Tonight Show	1135pm-1237am	:30	PM12123T	\$100.00	NM
21	10/06/12	10/06/12	NBC Saturday Night Live 1130pm-1am Class of Time - Immediately Pre-emptible without notice		-----S-	:30	2	\$150.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	-----S-	2	\$150.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WXII	Sa	10/06/12	11:45 PM	NBC Saturday Night Live	1130pm-1am	:30	PM12123T	\$150.00	NM
1	WXII	Sa	10/06/12	12:55 AM	NBC Saturday Night Live	1130pm-1am	:30	PM12123T	\$150.00	NM
22	10/01/12	10/06/12	M-Su WXII 12 News @ 11-1135pm Class of Time - Immediately Pre-emptible without notice		MTWT-S-	:30	5	\$250.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	MTWT-S-	5	\$250.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WXII	M	10/01/12	11:29 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12107T	\$250.00	NM
3	WXII	Tu	10/02/12	11:18 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12123T	\$250.00	NM
2	WXII	W	10/03/12	11:28 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12107T	\$250.00	NM
5	WXII	Th	10/04/12	11:10 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12123T	\$250.00	NM
1	WXII	Sa	10/06/12	11:16 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12117T	\$250.00	NM
23	10/01/12	10/04/12	Inside Edition Class of Time - Pre-emptible with notice	7-730pm	M--T---	:30	2	\$400.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	M--T---	2	\$400.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WXII	M	10/01/12	7:26 PM	Inside Edition	7-730pm	:30	PM12111TH	\$400.00	NM

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Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943824-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C01C07	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	10/01/12	10/04/12	Inside Edition	7-730pm	M--T---	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Th 10/04/12 7:13 PM Inside Edition 7-730pm :30 PM12107T \$400.00 NM									
24	10/01/12	10/05/12	Live with Regis & Kelly	9-10AM	MTWTF--	:30	5	\$70.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 MTWTF-- 5 \$70.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII M 10/01/12 9:49 AM Live with Regis & Kelly 9-10AM :30 PM12107T \$70.00 NM									
1 WXII Tu 10/02/12 9:25 AM Live with Regis & Kelly 9-10AM :30 PM12107T \$70.00 NM									
3 WXII W 10/03/12 9:29 AM Live with Regis & Kelly 9-10AM :30 PM12107T \$70.00 NM									
5 WXII Th 10/04/12 9:22 AM Live with Regis & Kelly 9-10AM :30 PM12123T \$70.00 NM									
4 WXII F 10/05/12 9:44 AM Live with Regis & Kelly 9-10AM :30 PM12107T \$70.00 NM									
25	10/01/12	10/05/12	M-F 1-2P	1-2P	MTWTF--	:30	5	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 MTWTF-- 5 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII M 10/01/12 1:28 PM M-F 1-2P 1-2P :30 PM12111TH \$175.00 NM									
4 WXII Tu 10/02/12 1:59 PM M-F 1-2P 1-2P :30 PM12123T \$175.00 NM									
2 WXII W 10/03/12 1:43 PM M-F 1-2P 1-2P :30 PM12123T \$175.00 NM									
5 WXII Th 10/04/12 1:59 PM M-F 1-2P 1-2P :30 PM12117T \$175.00 NM									
1 WXII F 10/05/12 1:46 PM M-F 1-2P 1-2P :30 PM12123T \$175.00 NM									
26	10/07/12	10/07/12	NBC Meet the Press	9-10am	-----S	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/07/12 9:59 AM NBC Meet the Press 9-10am :30 PM12123T \$400.00 NM									
27	10/01/12	10/05/12	M-F WXII 12 News @ 6 a6-7am		M-WTF--	:30	4	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 M-WTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/01/12 6:38 AM M-F WXII 12 News @ 6 am 6-7am :30 PM12107T \$400.00 NM									
4 WXII W 10/03/12 6:57 AM M-F WXII 12 News @ 6 am 6-7am :30 PM12123T \$175.00 NM									
2 WXII Th 10/04/12 6:51 AM M-F WXII 12 News @ 6 am 6-7am :30 PM12107T \$175.00 NM									
3 WXII F 10/05/12 6:13 AM M-F WXII 12 News @ 6 am 6-7am :30 PM12117T \$175.00 NM									
28	10/06/12	10/06/12	WXII 12 Sa/Su News at 66-8am		-----S-	:30	1	\$60.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S- 1 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 10/06/12 6:28 AM WXII 12 Sa/Su News at 6am 6-8am :30 PM12107T \$60.00 NM									
29	10/06/12	10/06/12	NBC Saturday Today	8-10am	-----S-	:30	1	\$105.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S- 1 \$105.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 10/06/12 9:21 AM NBC Saturday Today 8-10am :30 PM12123T \$105.00 NM									
30	10/03/12	10/03/12	NBC Tonight Show	1135pm-1237am	--W----	:30	1	\$100.00	NM

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Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C01C07	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	--W----	1		\$100.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	W	10/03/12	12:21 AM	NBC Tonight Show	1135pm-1237am	:30	PM12123T	\$100.00 NM
31	10/07/12	10/07/12	WXII Late News AFTER	WXII Late News AF	-----S	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	-----S	1		\$175.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/07/12	12:11 AM	WXII Late News AFTER NFL	WXII Late News AF	:30	PM12123T	\$175.00 NM
32	10/01/12	10/05/12	Entertainment Tonight	730-8pm	MTWTF--	:30	5	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	MTWTF--	5		\$550.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/01/12	7:46 PM	Entertainment Tonight	730-8pm	:30	PM12117T	\$550.00 NM
4	WXII	Tu	10/02/12	7:40 PM	Entertainment Tonight	730-8pm	:30	PM12117T	\$550.00 NM
1	WXII	W	10/03/12		Entertainment Tonight	730-8pm	:00		\$550.00 NM
			See MG 32.6						
3	WXII	Th	10/04/12	7:39 PM	Entertainment Tonight	730-8pm	:30	PM12117T	\$550.00 NM
5	WXII	F	10/05/12	7:39 PM	Entertainment Tonight	730-8pm	:30	PM12123T	\$550.00 NM
6	WXII	F	10/05/12	7:58 PM	Entertainment Tonight	730-8pm	:30	PM12107T	\$550.00 NM
	MG for 32.1 10/03								
33	10/01/12	10/01/12	Mon NBC Prime Other	Prime Other	M-----	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	M-----	1		\$900.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/01/12	7:59 PM	Mon NBC Prime Other	Prime Other	:30	PM12111TH	\$900.00 NM
34	10/02/12	10/02/12	voice	8-9pm	-T-----	:30	1	\$600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	-T-----	1		\$600.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/02/12	8:44 PM	voice	8-9pm	:30	PM12123T	\$600.00 NM
35	10/02/12	10/02/12	PARENTHOOD	10-11pm	-T-----	:30	1	\$600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	-T-----	1		\$600.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/02/12	10:32 PM	PARENTHOOD	10-11pm	:30	PM12107T	\$600.00 NM
36	10/03/12	10/03/12	AN PRACTICE/GUYS W	8-9pm	--W----	:30	1	\$475.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	--W----	1		\$475.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	W	10/03/12	8:50 PM	AN PRACTICE/GUYS W KIDS	8-9pm	:30	PM12123T	\$475.00 NM
37	10/07/12	10/07/12	NFL Pre-Game	7-8p/9p/4p	-----S	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/01/12	10/07/12	-----S	1		\$400.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser
We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943824-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C01C07	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
37	10/07/12	10/07/12	NFL Pre-Game	7-8p/9p/4p	-----S	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/07/12 7:18 PM NFL Pre-Game 7-8p/9p/4p :30 PM12117T \$400.00 NM									
38	10/07/12	10/07/12	NFL Sunday Prime Game	8p-12a	-----S	:30	1	\$1,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/07/12 8:19 PM NFL Sunday Prime Games 8p-12a :30 PM12123T \$1,500.00 NM									
39	10/05/12	10/05/12	NBC Prime	10-11pm	----F--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 ----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII F 10/05/12 10:29 PM NBC Prime 10-11pm :30 PM12117T \$1,000.00 NM									
40	10/03/12	10/03/12	DEBATE	758p-8p	--W----	:30	1	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 --W---- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII W 10/03/12 7:58 PM DEBATE 758p-8p :30 PM12117T \$600.00 NM									
41	10/07/12	10/07/12	NBC Sunday Today	8-9am	-----S	:30	1	\$225.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/07/12 8:59 AM NBC Sunday Today 8-9am :30 PM12123T \$225.00 NM									
Total Spots							107		

Payment Terms 30 Days

<u>Gross Total</u>	\$23,770.00
<u>Agency Commission</u>	\$3,565.50
<u>Net Amount Due</u>	\$20,204.50